

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT: BENALIKHOUDJA, Karim

SERIAL NO.: (International Serial No. PCT/EP2004/050390)

FILED: Herewith (International Filing Date: 29 March 2004)

TITLE: ADVERTISING DISPLAY WITH THE DIFFUSION OF SCENTS

REMARKS ON PRELIMINARY AMENDMENT

Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In conjunction with the filing of the present application, and prior to an initial Official Action on this matter, please amend the above-identified application as provided in the attached Marked Up Copy and Substitute Specification.

Please note that the following amendments in the Substitute Specification apply to the attached specification and claims labeled for "U.S. filing". This combined application incorporates the original application and any amendments or annex to the International Application in the proper order, including the correct original and substitute pages, claims and drawing sheets.

In this preliminary amendment, please consider the following remarks in conjunction with the amendments to the above-identified application as follows:

REMARKS

The present Preliminary Amendment has been entered for the purpose of placing the application into a more proper U.S. format. In particular, certain grammatical and idiomatic inconsistencies have been corrected by amendment to the specification, and the application is

corrected for certain typographical errors found in the originally submitted application. No new matter has been added by these amendments. The present application incorporates the original filing including any amendments made in the international filing. There was no amendment in the International Application, and there was no annex to the International Preliminary Examination Report. There was no Demand for IPE filed. The specification is an English translation of an originally French language document.

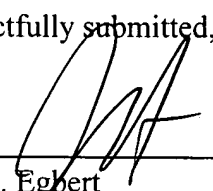
The Claims have been amended so as to conform with U.S. requirements and so as to remove multiple dependent claims. The Abstract has been amended so as to conform to U.S. filing requirements.

Applicant respectfully requests that the present Amendment be entered prior to an initial Official Action on the present application.

9-28-05  
Date

Customer No. 24106

Respectfully submitted,

  
\_\_\_\_\_  
John S. Egbert  
Reg. No. 30,627  
Andrew W. Chu  
Reg. No. 46,625

Egbert Law Offices  
412 Main Street, 7<sup>th</sup> Floor  
Houston, Texas 77002  
(713)224-8080  
(713)223-4873 fax

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## CLAIMS

I claim:

1. (Currently amended) Billboard (1) ~~designed~~ to display an advertising message ~~intended~~ to be seen simultaneously by several people and to diffuse an odor, ~~the nature of which is for example in relation with the content of the displayed visual message~~, said board (1) comprising:

a frame (2) ~~consisting~~ comprised of ~~the assembling of~~ two vertical posts (3) assembled with two upper and lower horizontal posts (4), ~~said board~~ defining a parallelepiped volume in which at least one of the two opposite large faces comprises a quadrangular display window (7) bordered by a perimeter marginal zone (7a) of ~~the~~ a board face and in which volume an advertising message display assembly is arranged facing the window (7), ~~characterized by:~~ and

at least one odor diffuser (10) ~~capable of~~ generating an odoriferous stream, installed inside the ~~internal~~ volume of the board (1) frame and associated to an odor diffusing element (11), ~~which said element (11) comprises~~ being comprised of a diffusion chamber (110) receiving the odoriferous stream, said chamber (110) being in communication relation with an opening (1a) of the board thereof, ending outside, ~~the latter~~ to diffuse outside the internal volume of said board, an odoriferous stream generated by the diffuser.

2. (Currently amended) Billboard according to ~~any of the preceding claims~~, characterized in ~~that the~~ Claim 1, wherein said diffusing element (11) ~~consists~~ is comprised of a body comprising a diffusion chamber (110) receiving the odoriferous stream, said chamber having a first opening (111) arranged opposite the opening (1a) in the board, a second opening (112) arranged opposite the internal volume of the board, ~~in which wherein, in an~~ opening (112), a fan (113) is placed to drive an air flow from the internal volume of the board toward said chamber (110) so that this air flow

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mixes with the odoriferous stream contained in the chamber and that the mixture obtained is driven toward the outside of the board.

3. (Currently amended) Billboard according to claim 1 ~~or claim 2, characterized in that the~~  
wherein said odor diffuser (10) has a head (13) ensuring the mixing of a carrier gas with an odoriferous fluid contained in a suitable container (12), said head (13) being in communication relation with the diffusion chamber of the diffusing element and having an outlet through which the odoriferous stream obtained is delivered, which is drawn to the diffusing element (11), to then be driven to the outside of the board.

4. (Currently amended) Billboard according to ~~claims 2 and 3 taken together, characterized in that~~ Claim 2, wherein the diffusing element (11) comprises an inlet (114) of the odoriferous stream into said chamber, connected through a line (16) to the outlet of the head (13) on the odor diffuser.

5. (Currently amended) Billboard according to claim 4, ~~characterized in that~~ wherein the first (111) and second (112) openings of the diffusion chamber (110) of diffusing element (11) are facing each other, and that the inlet (114) of the odoriferous stream into said chamber (110) is oblique or perpendicular to a geometric axis secant with the first (111) and second (112) openings, said inlet being oriented toward the first opening.

6. (Currently amended) Billboard according to ~~any of claims 3 through 5, characterized in that~~  
Claim 3, wherein the odoriferous fluid is comprised of an odoriferous gas, the odor diffuser (10) then comprising an odoriferous compressed gas container, connected through a manifold to the mixing head (13).

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7. (Currently amended) Billboard according to ~~any of claims 3 through 5~~, characterized in that Claim 3, wherein the odoriferous fluid is comprised of a liquid, the odor diffuser (10) comprising then a container of odoriferous liquid connected to the mixing head (13), said head also ensuring the fractioning of the liquid into fine particles.

8. (Currently amended) Billboard according to claim 7, ~~characterized in that~~ wherein the diffused mixture is comprised of a nebulisate, and wherein the odor diffuser (10) is a nebulizer.

9. (Currently amended) Billboard according to ~~any of claims 3 through 8~~, characterized in that Claim 3, wherein the odor diffuser (10) is divided into two separate modules with the first one ~~consisting~~ being comprised of an odor diffuser operation control and command unit and of an electric motor driven compressor and the second one consisting of the container (12) and head (13).

10. (Currently amended) Billboard according to ~~any of claims 3 through 9~~, characterized in that Claim 3, wherein the head (13) is attached onto ~~the~~ a rim of the container (12).

11. (Currently amended) Billboard according to ~~any of claims 3 through 10~~, characterized in that Claim 3, wherein the container (12) and the head (13) are mounted in a support (17) attached in a removable manner into one of the posts (3) of the frame (2) of the board (1).

12. (Currently amended) Billboard according to claim 11, ~~characterized in that~~ wherein the support (17) bears an horizontal spigot end (15) ~~designed~~ to work together through socketing with the socket end (133) of the mixing head (13), said spigot end (15) being connected through a line (14) to the compressed gas outlet of a compressor comprised in the odor diffuser (10).

13. (Currently amended) Billboard according to claim 11 ~~or claim 12~~, characterized in that wherein the support (17) bears a vertical end (18) connecting the outlet port (135) on the mixing head (13), said end (18) being connected through a line (16) to the diffusing element (11).

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14. (Currently amended) Billboard according to claim 13, ~~characterized in that~~ wherein the fitting end (18) is borne in a floating manner by the support (17) and is applied against the outlet port (135) on the mixing head (13) through an elastic component (19).

15. (Currently amended) Billboard according to claim 14, ~~characterized in that~~ wherein the fitting end (18), through a cylindrical section of its body, limited by an upper shoulder (181) and a lower shoulder (182), is inserted with clearance into a boring made in an horizontal wing (172) of support (17), the working clearance giving to said end (18) a limited latitude of axial displacement and pivoting, the mixing head (13) and container (12) being positioned under said wing (172).

16. (Currently amended) Billboard according to claim 15, ~~characterized in that~~ wherein the elastic component (19) is comprised of a spiral spring arranged around the cylindrical section of the body of end (18), and mounted in a compressive manner between the horizontal wing (172) of support (17) and the lower shoulder (182) of end (18).

17. (Currently amended) Billboard according to ~~any of claims 14 through 16,~~ characterized in that Claim 14, further comprising a thrust (20) ~~is provided, that is~~ attached to the horizontal wing (172) of support (17), protruding downward, under which the upper face of the head (13) is located, said thrust (20) ~~being designed, among other things, to limit the~~ limiting pivoting movement around the spigot end (15) of the head (13) and container (12) in a direction corresponding to the angular distance of the port (135) in relation to the end (18), the opposite pivoting movement being against the end (18).

18. (Currently amended) Billboard according to ~~any of claims 11 through 17,~~ characterized in that Claim 11, wherein the support (17) is ~~provided with~~ comprised of an adhesion-type

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removable attachment system (21) in the corresponding post (3) of frame (2) for board (1), this attachment system working together with at least one of the lateral wings of this post.

19. (Currently amended) Billboard according to claim 18, ~~characterized in that~~ wherein the adhesion-type removable attachment system (21) ~~consists of~~ comprises a least clamping pad (22), mounted at the end of an operating device (23).

20. (Currently amended) Billboard according to claim 19, ~~characterized in that~~ wherein the operating device comprises at least one arm (231) elastically flexible at the distal end of which the clamping pad (22) is placed, and a screw (232) and nut (233) type mechanism onto which the nut (233) is attached in a rigid manner at the proximal end of the arm (232) and onto which the screw (232) is arranged vertically, is inserted into a through-boring made in an upper horizontal wing (173) of the support, said screw (232) being blocked in translation and free in rotation in relation to said support (17) and said arm (231) running in an oblique manner in relation to the screw (232) and coming to rest against a fixed radial thrust (24), so that by operating the screw (232) the obliquity of the arm is modified through elastic deformation of said arm, and said arm turns and slides on the thrust (24), which translates into a distancing or closing movement of the pad (22) in relation to the screw (232).

21. (Currently amended) Billboard according to claim 20, ~~characterized in that~~ wherein the arm (231) is inserted through its distal area into an opening (241) made in a lateral vertical wing (171) of the support (17), one of the upper or lower lip of said opening depending on whether the proximal end of the arm (231) is lower or higher than the distal end, making up the fixed radial thrust (24).

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22. (Currently amended) Billboard according to claim 21, ~~characterized in that~~ wherein the operating device (23) comprises two opposite arms (231) having each a clamping pad (22), which fit into two openings (241) made in the vertical lateral wings (171) of the support (17).

23. (Currently amended) Billboard according to claim 22, ~~characterized in that~~ wherein the operating device (23) comprises two pairs of opposite arms (231), i.e., an upper pair of arms and a lower pair of arms, mechanically linked to each other through a tie bar 25 and a stress transmission link.

24. (Currently amended) Billboard according to claim 2, ~~characterized in that~~ wherein the odor diffuser (10) is installed in the diffusion chamber (110) of the diffusing element (11).

25. (Currently amended) Billboard according to ~~the preceding claim,~~ characterized in that Claim 24, wherein the odor diffuser (10) ~~consists of~~ comprises a substrate impregnated with a volatile odoriferous product that can come in the form of a gel or liquid.

26. (Currently amended) Billboard according to claim 24, ~~characterized in that~~ wherein the odor diffuser (10) is comprised of a container containing odoriferous products that can come in the form of crystals, gel, liquid or else.

27. (Currently amended) Billboard according to ~~any of the preceding claims,~~ characterized in that Claim 1, wherein the odor diffuser (10) and the diffusing element (11) are lateral to the window (7) and are masked by the perimeter marginal zone (7a) of said window.



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### ABSTRACT OF THE DISCLOSURE

The ~~invention relates to an~~ advertising panel (1) ~~which is designed~~ to display an advertising message and to diffuse a scent which is associated with the contents of the visually-displayed message. The inventive panel ~~comprises~~ includes a parallelepiped volume containing: an assembly which is used to display an advertising message that is disposed opposite a display window (7), and at least one scent diffuser (10) which is connected to a scent-diffusing element (11) which is in turn installed opposite an opening (1a) in the panel, such as to diffuse a scented flow to the exterior. The ~~aforementioned~~ diffusing element (11) is connected to the head (13) of the scent diffuser (10), thereby ensuring that a carrier gas is mixed with the scented fluid contained in the receptacle (12). ~~According to the invention, the~~ The scented flow obtained at the outlet of the head is pulsed towards the diffusing element (11) and, subsequently, to the exterior of the panel.